



November 2013

Sponsored by the U.S. Department of State and the Department of Education, **International Education Week** is an annual celebration of the benefits of international education and exchange worldwide. It was first held in 2000 and is now celebrated in more than 100 countries worldwide. For more information please visit [www.eca.state.gov/iew](http://www.eca.state.gov/iew).

We encourage the participation of all individuals and institutions interested in international education and exchange activities. Individuals and institutions tend to hold IEW events as it is convenient for them in their local communities. We want you to celebrate as much and as often as you like! To that end, we are providing sample social media posts, accounts to follow, and the official hashtag for use in your custom promotions.

**International Education Week 2013 Hashtag (use in every tweet and/or Facebook post):**  
**#IEW2013**

**Key Social Media Accounts To Follow:**

[@StateDept](https://twitter.com/StateDept) – U.S. Department of State Official Twitter account

<http://www.facebook.com/usdos> - U.S. Department of State Official Facebook page

[@ECAatState](https://twitter.com/ECAatState) – Bureau of Educational and Cultural Affairs, on Twitter

<http://www.facebook.com/ExchangeProgramsAtState> - Bureau of Educational and Cultural Affairs, FB

[@ECA\\_AS](https://twitter.com/ECA_AS) – Official Twitter for ECA’s Assistant Secretary, Evan M. Ryan

<http://www.facebook.com/InternationalEdWeek> - Official Facebook page for IEW

[@USEdGov](https://twitter.com/USEdGov) – U.S. Department of Education Official Twitter account

<http://www.facebook.com/ED.gov>- U.S. Department of Education Official Facebook page

**#IEW2013 Trivia Questions | Social Media Toolkit**

Below are some social media posts and instructions for use. Each trivia post will be in two parts, the question and the answer, with the exception of generic #IEW2013 posts at the end of each section.

For the trivia posts, please post the question alone first, and then wait (you can decide for how long) before posting the answer.

- *For the Facebook*, you may choose to post the answer as a comment on the original post, or its own stand-alone post.
- *On Twitter*, please send as a new tweet.
- *For each Facebook post*, a photograph is provided. Please download the photograph from the link and upload it with the trivia post, to enhance the post.



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**TWITTER (5 sets of trivia, 2 generic #IEW2013 tweets)**

#IEW2013 Trivia: What percentage of US citizens has a valid passport? a) 25% b) 35% c) 50% d) 72%  
[Photo credit: <http://flic.kr/p/czt4D>]

#IEW2013 Trivia Answer: b) 35% of US citizens has a valid passport. Learn more about #StudyAbroad and travel at: <http://go.usa.gov/DewR>

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#IEW2013 Trivia: How many int'l students were in the '11-'12 US school year? a)557,890 b)764,495 c)852,154 d)943,200 <http://flic.kr/p/eJ933S>

#IEW2013 Trivia Answer: b) 764,495 international students were in the US during the 2011-12 school year. Learn more: <http://go.usa.gov/DewR>

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#IEW2013 Trivia: Which five states host the most international students (in order)?  
<http://flic.kr/p/eW6wwy>

#IEW2013 Trivia Answer: California, New York, Texas, Massachusetts, and Illinois host the most int'l students. <http://go.usa.gov/DewR>

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#IEW2013 Trivia: Approx. how many US students studied abroad last year? a) 250K b) 275K c) 300K d) 400K [Photo: <http://flic.kr/p/cbcjoE>]

#IEW2013 Trivia Answer: c) Approximately 300,000 US students went on #StudyAbroad last year. Learn more here: <http://go.usa.gov/DewR>

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#IEW2013 Trivia: True or False. Most US #StudyAbroad participants go abroad for one semester. [Photo: <http://flic.kr/p/dgKTXb>]

#IEW2013 Trivia Answer: False. Most US students go abroad in the summer or short term. Learn more #StudyAbroad: <http://go.usa.gov/DewR>

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#IEW2013 is happening all over the world! See what's going on, and how you can join in celebrating int'l education: <http://go.usa.gov/DewR>

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Join the celebration! #IEW2013 is recognizing the benefits of int'l education and exchanges this week. RT if you love #StudyAbroad.

**FACEBOOK (5 sets of trivia, 1 generic #IEW2013 post)**

Trivia Question: What percentage of U.S. citizens has a valid passport?

- A) 25%
- B) 35%
- C) 50%
- D) 72%

#IEW2013, via [@International Education Week](#). [Photo credit: <http://flic.kr/p/czt4D>]

Answer: D) 35% of U.S. citizens has a valid passport. Learn more about #IEW2013, Study Abroad, and Travel at: <http://go.usa.gov/Def3>

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Trivia Question: How many international students were in the U.S. during the 2011-2012 school year?

- A) 557,890
- B) 764,495
- C) 852,154
- D) 943,200

#IEW2013, via [@International Education Week](#). [Photo credit: <http://flic.kr/p/eJ933S>]

Answer: B) 764,495 international students were in the U.S. during the 2011-12 school year. Learn more about #IEW2013, Study Abroad, and Travel at: <http://go.usa.gov/Def3>

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Trivia Question: Which five states host the most international students (in order)?

#IEW2013, via [@International Education Week](#). [Photo credit: <http://flic.kr/p/eW6wwy>]

Answer: California, New York, Texas, Massachusetts, and Illinois host the most int'l students. Learn more about #IEW2013, Study Abroad, and Travel at: <http://go.usa.gov/Def3>



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Trivia Question: Approximately how many U.S. students studied abroad last year?

- A) 250,000
- B) 275,000
- C) 300,000
- D) 400,000

#IEW2013, via [@International Education Week](#). [Photo credit: <http://flic.kr/p/cbcjoE>]

Answer: C) Approximately 300,000 U.S. students went on a study abroad program last year. Learn more about #IEW2013, Study Abroad, and Travel at: <http://go.usa.gov/Def3>

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Trivia Question: True or False. Most U.S. Study Abroad participants go abroad for one semester.

#IEW2013, via [@International Education Week](#). [Photo credit: <http://flic.kr/p/dgKTXb>]

Answer: False! Most U.S. students go abroad in the summer or short term. Learn more about #IEW2013, Study Abroad, and Travel at: <http://go.usa.gov/Def3>

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International Education Week is an opportunity to celebrate the benefits of international education and exchange worldwide. We encourage everyone around the world to join us in the celebration. You can find promotional materials and participation suggestions on the #IEW2013 website: <http://go.usa.gov/Def3>